



THE INNOVATION JOURNEY

Froukje de Jong-Krap initiated and was the first director of the BildtseAardappelweken (BAW) Foundation, which organises a major cultural festival every five years to celebrate the cultivation of the potato and its heritage in an artistic way. Nannie Jensma-van Herwijnen is a member of the foundation’s board and is expected to become its next director.



Figure 1. Potato fields in the Bildt

BAW is a unique cultural festival with visual arts, theatre, music, and exhibitions on various potato farms, involving local, regional, and international artists and performers. Visitors can follow a walking route to experience these arts both indoors and outdoors in the middle of a large potato area.

Each edition focuses on themes like sustainability, soil health, circular agriculture, and technology. The festival began in 2008, when the UN declared it the Year of the Potato. It has since become a regular event with sponsors including the Province of Fryslân, local

organisations, businesses and European funds.



Figure 2. Posters of the BAW



Figure 3. Entrance to an event of the BAW

THE INNOVATION IMPACT

The innovation impact lies in connecting art, theatre, film, and visual arts with modern potato farming, creating awareness and education about the agricultural industry and its heritage for a wider area (even in Germany).

USEFUL LINKS

www.bildtse aardappelweken.nl;

www.facebook.com/potatoesgowild/

